

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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June 24, 1997

RJR Account #081120
Mr. C. Polino
BUFFALO TOBACCO

AUGUST WINSTON B2G2F / PROMOTION #700465

Dear Coz:

WINSTON B1G1F product has been ordered (see quantities listed below), as well as 23 skus of B2G2F sleeves (Item #526982) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

	<u>WINSTON</u>	<u>#/ (6M) Cases</u>
<u>UPC Code</u>	<u>Brand Style</u>	<u>B1G1F</u>
12300-24091	Box	3
12300-24092	Light Box	3
<u>Product / Premium Arrival:</u>	<u>July 14, 1997</u>	
<u>Ship Date to Retail:</u>	<u>Week of: July 28, 1997</u>	
<u>SKU CUBE:</u>	1.4360	
<u>SKU WT (w/o Product):</u>	3.7500 lbs	
<u>Retail Sales Offer per Sku:</u>	20 units	
<u>Billing per Sku:</u>	4 Full Price Cartons	
<u>EFT \$ Amount:</u>	<u>\$524.02</u>	
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>	

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B2G2F

BUFFALO TOBACCO

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$42.00 (1.5 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Alessandra

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

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New package deal on New Winston.

New
Winston

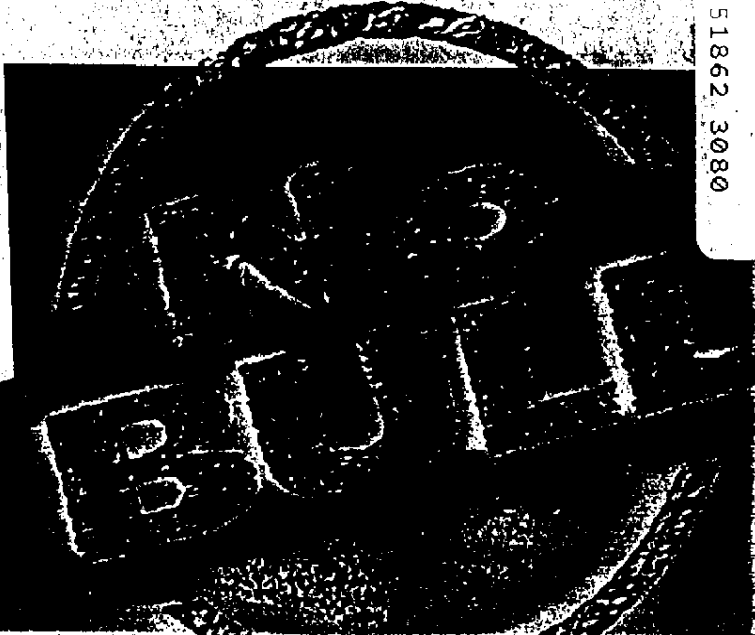
BUY 2.
GET 2.

No
additives.
True
taste.

No
BULL

WINSTON
Wit

- Introducing new no-additive Winston
- Totally redesigned package lets customers know Winston is new inside and out
- Special buy 2, get 2 free August launch promotion
- New offer in eye-catching promo package
- Complete national advertising roll-out will drive traffic



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7/00465

WHOLESALE PACKING INSTRUCTIONS

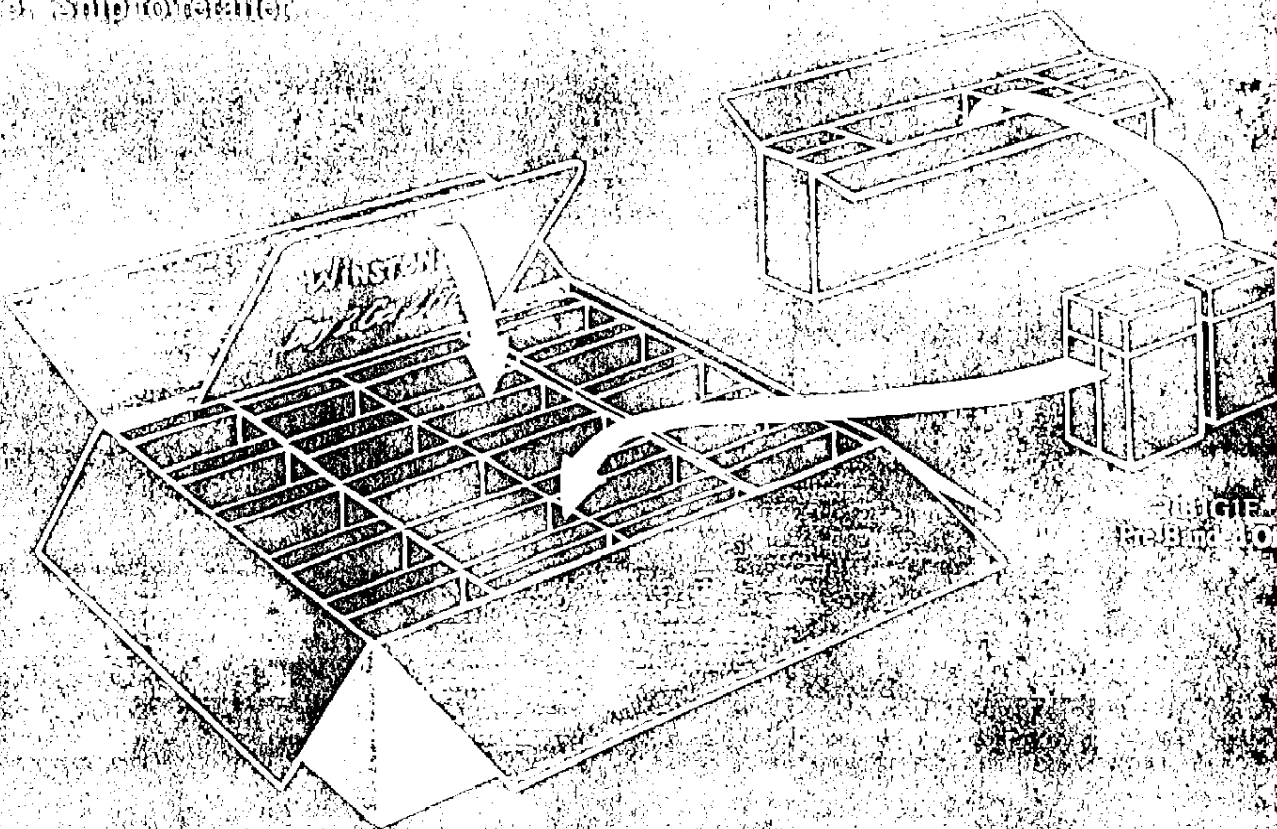
VALUE ADDED PROMOTIONS

Winston B2G2F (Buy 2 Packs Get 2 Packs Free)

STEPS

1. Open Winston B2G2F shipping case.
2. Place 2 B2G2F offers of the same brand style into each Winston sleeve (each offer contains 20 sleeves).
3. Fold display header card down.
4. Close the case.
5. Ship to retailer.

Each white
carton contains 5
pre-banded 2 Pack
Buy 1 or Get 1
Free Offers



Each white
carton contains 5
pre-banded 2 Pack
Buy 1 or Get 1
Free Offers

Item: 526982

Description: WINSTON B2G2F Sleeve / POS Kit

Brand Style	WINSTON Box	WINSTON Lt. Box				
Number of Cartons	4	4				

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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 2

DATE: 97-06-19

TIME: 02:33 PM

WHOLESALE : 081120 BUFFALO TOBACCO PRODUCTS <DIRECT>
 TEMPLATE : 700465 70800 WIN AUG B2G2F
 TEMPLATE SEQ : 0012
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162629	624663	A-PLUS #60838	1301 HERTEL AVE	BUFFALO	NY	14216	1		0362-0102	047514	(716)873-7005
162601	162626	660889	FOOD PLUS II	317 ENSMINGER RD	TONAWANDA	NY	14150	1				(716)871-8771
162601	162626	667214	NFT MOBIL	8721 NIAGARA FALL	NIAGARA FALLS	NY	14304	1				(716)297-6085
162601		716625	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY	14209	1		0362-0102		
162601	162625	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	14213	5 NYS				(716)883-6277
162601	162629	398677	CORNER STORE	2815 DELAWARE AVE	KENMORE	NY	14217	1 NYS				(716)875-4752
162602	162629	665636	MICHAEL'S SUNOCO	3705 HARLEM RD	BUFFALO	NY	14214	1				(716)936-1314
162602	162625	691459	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY	14222	1		0362-0102		(716)881-1557
162602	162629	765426	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY	14225	1 NYS				(716)895-9201
162603	162625	483559	GANCI'S EXPRESS MAR	1241 E LOVEJOY ST	BUFFALO	NY	14206	1				(716)892-2427
162603	162625	506533	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY	14224	1 NYS				(716)674-4545
162603	162680	554322	BOLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY	14224	1 NYS				(716)668-7545
162603	162622	323511	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY	14004	1 NYS				(716)937-9931
162603	162625	397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	14206	1 NYS				(716)825-2222
162603	162629	397510	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEW	NY	14043	1 NYS				(716)683-4722
162603	162622	397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	14086	1 NYS				(716)681-8251

PAGE BREAK TOTAL ACCOUNTS 16 TOTAL QUANTITY 20

TEMPLATE TOTAL ACCOUNTS 16 TOTAL QUANTITY 20

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1:
GHC218RN1610XX TEMPORARY PAYMENT DETAIL REPORT

07/30/97

ACCOUNT NUMBER: 081120	BUFFALO TOBACCO PROD
VOUCHER NUMBER: 15363200	202-208 RHODE ISLAND
DATE WRITTEN: 07/30/97	BUFFALO , NY 14213
STATUS: PAID	
AMOUNT PAID: 42.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.50	42.00

EXPLANATION: AUGUST: WINSTON B2G2F #700465/C. ALESSANDRA

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